



**Board Members**  
Diana S. Dooley, Chair  
Kimberly Belshé Paul Fearer  
Susan Kennedy Robert Ross, MD

**Executive Director**  
Peter V. Lee

**AGENDA**  
**Marketing, Outreach and Enrollment Assistance**  
**Advisory Workgroup**  
**Meeting and Webinar**  
**Thursday, February 28, 2013**  
**9:00 a.m. – 12:00 p.m.**

**Covered California**  
**560 J Street, Suite 290**  
**Sacramento, CA 95814**

To attend the webinar, go to <https://attendee.gotowebinar.com/register/2672055495926811136>.

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| <b>I. Welcome and Introductions</b>  | 30 min. |
| <ul style="list-style-type: none"><li>• Introductions<ul style="list-style-type: none"><li>• Workgroup members</li><li>• Staff and Board Members</li></ul></li><li>• Advisory group purpose and charter, scope and objectives</li><li>• Overview of agenda</li></ul> |         |
| <b>II. Overview of Marketing</b>   | 60 min. |
| <ul style="list-style-type: none"><li>• Standardized Benefits</li><li>• Messaging Concepts</li></ul>   |         |
| <b>III. Overview of Web Presence and Social Media</b>  | 15 min. |
| <ul style="list-style-type: none"><li>• Review of Background Materials</li><li>• Covered California Website: Today and Tomorrow</li><li>• The Role of Social Media</li></ul>   |         |
| <b>IV. Overview of Community Mobilization</b>  | 30 min. |
| <ul style="list-style-type: none"><li>• Review Background Materials</li><li>• Outreach and Grants Program</li><li>• Building an Effective Statewide Outreach Network</li></ul>   |         |
| <b>V. Overview of Enrollment Assistance</b>  | 30 min. |
| <ul style="list-style-type: none"><li>• Review Background Materials</li><li>• Recruitment Strategies</li><li>• Additional Policies Under Consideration</li><li>• Training and Timeline</li></ul>   |         |
| <b>VI. Public Comment</b>  | 15 min. |

Send public comments to [outreach@covered.ca.gov](mailto:outreach@covered.ca.gov)